

**AMENDMENT OF THE CLAIMS**

1. (Currently Amended) A method for employing private content in an email message for recipients, the method comprising:  
receiving, at an email server, the email message addressed to the recipients from an email client;  
identifying, by the email server, in response to receipt of the email message from the email client, an instance of the private content in the email message;  
determining, by the email server, in response to identifying the instance, an association between the instance and at least one recipient of the recipients, wherein the email server does not determine associations between the instance and one or more remaining recipients of the recipients;  
identifying, by the email server, groups of recipients to receive the same or substantially similar email messages;  
generating, by the email server, an email for the at least one of the recipients based upon determining the association, the email comprising the email message with the instance;  
generating, by the email server, one or more additional emails for the one or more remaining recipients, wherein generating the one or more additional emails comprises redacting the email message to exclude the instance, wherein a redacted email message is created, and generating the one or more additional emails with the redacted email message to display the email message with the instance when routed to the at least one of the recipients and to exclude the instance when routed to the one or more remaining recipients;  
wherein generating the email and the one or more additional emails comprises generating the email comprising the email message with the instance and

the one or more additional emails in an order of generation based upon the groups of recipients; and

transmitting, by the email server, the emails to the recipients.

2. (Cancelled)
3. (Original) The method of claim 1, wherein identifying the instance comprises identifying a mark adjacent to the instance, wherein the mark is indicative of a bounding edge of the instance.
4. (Original) The method of claim 1, wherein identifying the instance comprises identifying the instance as a highlighted portion of text in response to a command from a user.
- 5.-7. (Cancelled)
8. (Previously Presented) The method of claim 1, wherein generating the one or more additional emails for the one or more remaining recipients comprises generating the email with hypertext markup language code that is configured to display the email message without the instance in response to routing the email to the one or more remaining recipients.
9. (Previously Presented) The method of claim 1, wherein redacting the email message to exclude the instance comprises deleting the instance from the email message.
10. (Currently Amended) An apparatus for employing private content in an email message for recipients, the apparatus being part of an email server and comprising:  
a computer processor and  
memory, the memory comprising computer instructions comprising:

a content identifier to receive the email message from an email client and, in response, to identify one or more instances of private content in the email message;

a content associator to determine an association between at least one instance and a first set of one or more of the recipients and to associate remaining instances, if any, with additional sets of the recipients; and

an email generator to generate the a first email for each recipient in the first set comprising the at least one instance based upon an association with the at least one instance and to redact the at least one instance from the email message to generate emails for the additional sets of the recipients, if any, to display the email message with the at least one instance when routed to the first set of one or more recipients and to exclude the at least one instance when routed to other recipients, wherein the email generator comprises a recipient selector to identify groups of recipients to receive the same or substantially similar email messages, the email generator to generate emails in an order of generation based upon the groups; and

a messaging gateway coupled with the email generator to transmit the emails to the recipients.

11. (Cancelled)
12. (Previously Presented) The apparatus of claim 10, wherein the content identifier comprises a mark identifier to search the email message for at least one mark, the at least one mark being indicative of at least one boundary of the one or more instances.

13. (Previously Presented) The apparatus of claim 10, wherein the content identifier is configured to parse a table, wherein the table identifies a location of the one or more instances in the email message.
14. (Cancelled)
15. (Previously Presented) The apparatus of claim 10, wherein the content associator is configured to generate an index associating the first set of the recipients with at least one location of one or more instances in the email message.
16. (Previously Presented) The apparatus of claim 10, wherein the email generator comprises a content redactor to generate hypertext markup language code that is configured to display the one or more instances in response to routing the email to a recipient belonging to the first set of the recipients.
17. (Previously Presented) The apparatus of claim 10, wherein the content redactor is configured to remove the one or more instances from text of the emails other than the first email routed to each recipient in the first set of the recipients.
18. (Currently Amended) A computer program product comprising a machine-accessible storage medium containing instructions, which when executed by a machine, cause said machine to perform operations, the operations comprising:  
receiving, at an email server, the email message addressed to the recipients from an email client;  
identifying, by the email server, in response to receipt of the email message from the email client, an instance of private content in an email message composed for recipients;  
determining, by the email server, in response to identifying the instance, an association between the instance and at least one recipient of the recipients, wherein the email server does not determine associations

between the instance and one or more remaining recipients of the recipients;

identifying, by the email server, groups of recipients to receive the same or substantially similar email messages;

generating, by the email server, an email for the recipient, the email comprising the email message with the instance;

generating, by the email server, one or more additional emails for the one or more remaining recipients, wherein generating the one or more additional emails comprises redacting the email message to exclude the instance, wherein a redacted email message is created, and generating the one or more additional emails with the redacted email message to display the email message with the instance when routed to the recipient and to exclude the instance when routed to the one or more remaining recipients;

wherein generating the email and the one or more additional emails comprises generating the email comprising the email message with the instance and the one or more additional emails in an order of generation based upon the groups of recipients; and

transmitting, by the email server, the emails to the recipients.

19. (Cancelled)
20. (Currently Amended) The computer program product machine-accessible medium of claim 18, wherein identifying the instance comprises identifying a mark adjacent to the instance, wherein the mark is incorporated into the email message by a user and is indicative of a bounding edge of the instance.
- 21.- 22. (Cancelled)
23. (Currently Amended) The computer program product machine-accessible medium of claim 18, wherein generating emails comprises generating an email

having hypertext markup language code that is configured to display the instance in response to routing the email to the recipient.

24. – 32. (Cancelled)

33. (New) The method of claim 1, wherein generating the email and the one or more additional emails comprises generating the email comprising the email message with the instance and the one or more additional emails in the order, wherein the order comprises composing a general message for all recipients, thereafter composing a detailed message for a group of the recipients, and thereafter composing specific messages for individual recipients that are part of the group of the recipients.
34. (New) The apparatus of claim 10, wherein the email server generates the email comprising the email message with the instance and additional emails in the order, wherein the order comprises composing a general message for all recipients, thereafter composing a detailed message for a group of the recipients, and thereafter composing specific messages for individual recipients that are part of the group of the recipients.
35. (New) The computer program product of claim 18, wherein generating the email and the one or more additional emails comprises generating the email comprising the email message with the instance and the one or more additional emails in the order, wherein the order comprises composing a general message for all recipients, thereafter composing a detailed message for a group of the recipients, and thereafter composing specific messages for individual recipients that are part of the group of the recipients.